

CharityWise

Local SEO

May 2024

A little about me...

I have over 12 years' SEO experience.

I've worked with many organisations with local audiences, including charities and retailers.



**Mark
Chalcraft**

Head of Technical
SEO

Today, we'll cover...

- What local SEO is
- Platforms and where it applies
- User needs and local SEO
- Basic principles and good practices
- Questions

**Local search connects users
with information, places and
services for a specific area**

Platforms

There are three main platforms for managing your local presence online...


Business Profile

**[google.com/intl/en_uk
/business/](https://google.com/intl/en_uk/business/)**

 Business Connect
**Put your business
on the map.**

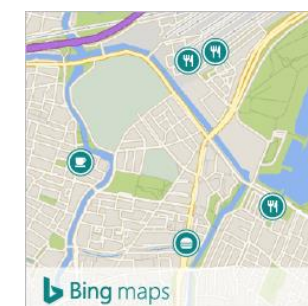
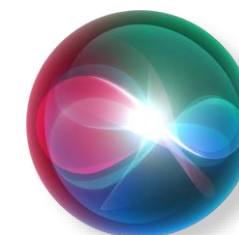
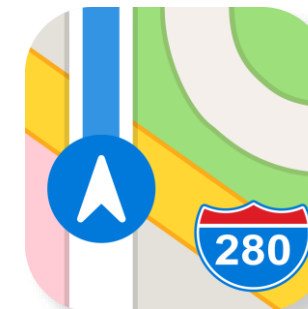
**[apple.com/uk/business
/connect/](https://apple.com/uk/business/connect/)**

 **Bing** places for business

Bingplaces.com

...and different types of providers that will manage these for you if needed.

Where it applies



**Local SEO's purpose is to meet
user's informational needs**

What do users search for?




- ✓ Directions to a place
- ✓ Contact details
- ✓ Opening hours & service availability
- ✓ Dates and times of local events
- ✓ To check reviews and reputation
- ✓ To ask specific questions about a place
- ✓ To find out what's happening

Reviews

Google reviews

[Write a review](#)
[Add a photo](#)

Reviews aren't verified ⓘ

-  "Great **place** to go very relaxing and great **food** just sit there and chill out"
★★★★★
-  "Excellent for a **walk**, bird watching and has a kids **play area** and resturant"
★★★★★
-  "Lovely **staff** and yummy **sausage rolls** in the cafe."
★★★★★

[View all Google reviews](#)

Questions & Answers

Q: What about dogs ?

[Ask a question](#)

A: Support dogs are allowed through the nature trails only. There is short walk available for dogs to the left...

[See all questions \(15\)](#)

Think about who they might be

Different audiences might need different information or types of engagement:



Service users

Local supporters

**Long-distance
visitors**

How does Google determine what's useful?

Relevance

“How well a local Business Profile matches what someone is searching for”

Ensure profiles accurately describe your organisation and location – their purpose, what is available at the location and so on.

Distance

“How far each potential search result is from the location in a search”

Provide accurate location information. Check the addresses, including postcode, and map marker positioning.

Prominence

“How well known a business is...based on information that Google has about a business”

Links, articles and directories across the web...Google review count and review score...your position in web results (i.e. standard SEO)

To succeed, be consistent and relevant to your audience

Be precise with your NAP data across the web

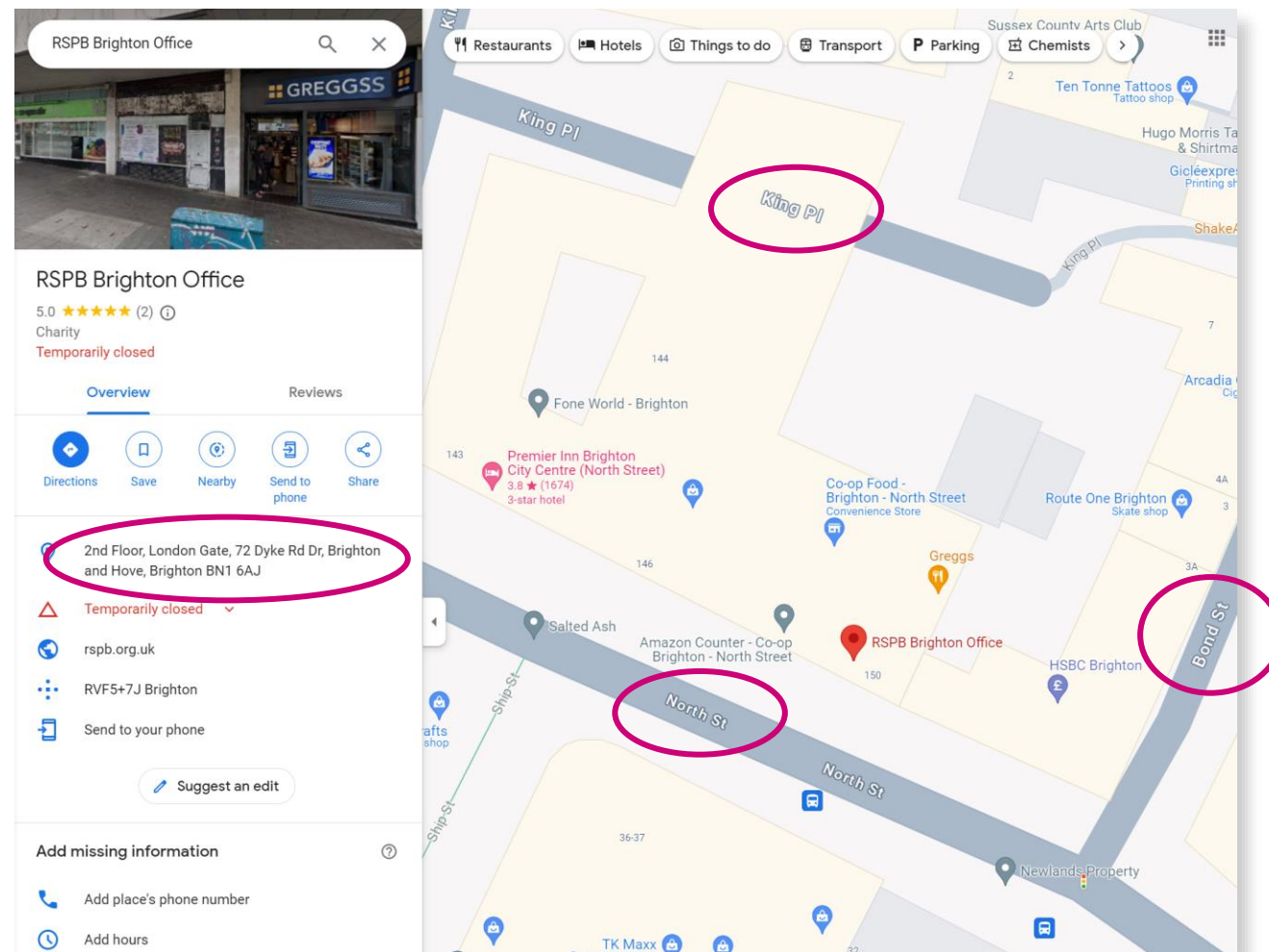
NAP = Name, address, phone number

Staying consistent across your website, local profiles and citations helps avoid any confusion.

For example, map markers in the wrong place can cause confusion for users.

Provide good, accurate photos of your location.

Minimise the need for search engines to figure it out – they might get it wrong!



Local directories, links and citations

Focus on what's relevant to your audiences, not "SEO value". A lot of the latter is not that useful.

- Well-known directories – e.g. Yelp, Thomson Local etc
- Charity-sector directories – e.g. Charitychoice.co.uk
- Local council websites
- Commercial partners
- Local media coverage

Consider: is a potential placement likely to deliver some level of genuine traffic? If it feels spammy, it's probably best to avoid.

Don't forget your own website!

Some users will prefer to visit your website for local information.


- For multiple locations, creating a page for each is often appropriate
- Think about what the user might need next
 - Considering linking to online maps to help people get directions
 - Make contact details easy to find and use
- Make it easy to find this information via menus and links
- Use Google Search Console, a free tool to explore your site's performance in search. See also, Bing Webmaster Tools

Remember – where your site appears in general web results has some influence on its local performance.

 British Heart Foundation
<https://www.bhf.org.uk> › find-bhf-near-you › worthing...


Worthing Charity Shop - BHF

Visit our **shop** today where you will find a great range of preloved items and new items, from clothing, shoes and accessories to books, toys and homeware.

 St Barnabas House
<https://www.stbarnabas-hospice.org.uk> › Shops

Charity shop Worthing

Set in a parade of independent **shops in Worthing**, our sells good quality ladieswear, menswear, childrenswear and accessories.

 Yell
<https://www.yell.com> › ... › Worthing, West Sussex

Find Charity Shops Near Me in Worthing, West Sussex

Charity Shops near me in **Worthing, West Sussex** · Scope **Charity Shop** · Faith Through Action **Charity Shop** · Ymca **Worthing Charity Shop** · The Salvation Army ...

 mariecurie.org.uk
<https://www.mariecurie.org.uk> › In your area

Charity Shop Worthing - Marie Curie

Marie Curie **Charity Shop Worthing** is a brilliant place to find all sorts of items, and everything is great value for money.

 SussexWorld
<https://www.sussexexpress.co.uk> › news › much-loved-c...

Much-loved charity superstore in Worthing expands to ...

5 Jul 2023 — **Worthing charity** superstore 'The Greenhouse' has recently expanded, making it one of the largest **charity** superstores in the United Kingdom.


**Think about human factors
like reputation and trust**


Reviews and reputation

Reviews show people's real-world experiences. We value other people's views to help define our choices.



- Encourage people to leave reviews (if appropriate)
- Don't limit to one platform – allow people choice
- Engage with negative reviews – don't ignore or suppress


People don't expect perfection. They want reassurance that organisations care about providing a good experience and try to act on feedback.


Donna Burtenshaw
 25 reviews · 2 photos


 a year ago


Great service in store, shame about the delivery guys. One ok , the other one had bad attitude!




 British Heart Foundation Furniture & Electrical (owner)
 a year ago

Hi Donna, we're really sorry to hear about your delivery experience. If you can please send us an email to feedback@bhf.org.uk we can look into this further. Many thanks, Nikky.


Sy Phillips
 Local Guide · 102 reviews · 916 photos

 6 years ago

Great place. Sells good quality second hand stuff and the sofas they clean. Kitted out place our from here as a stop gap but quality so good we decided to keep

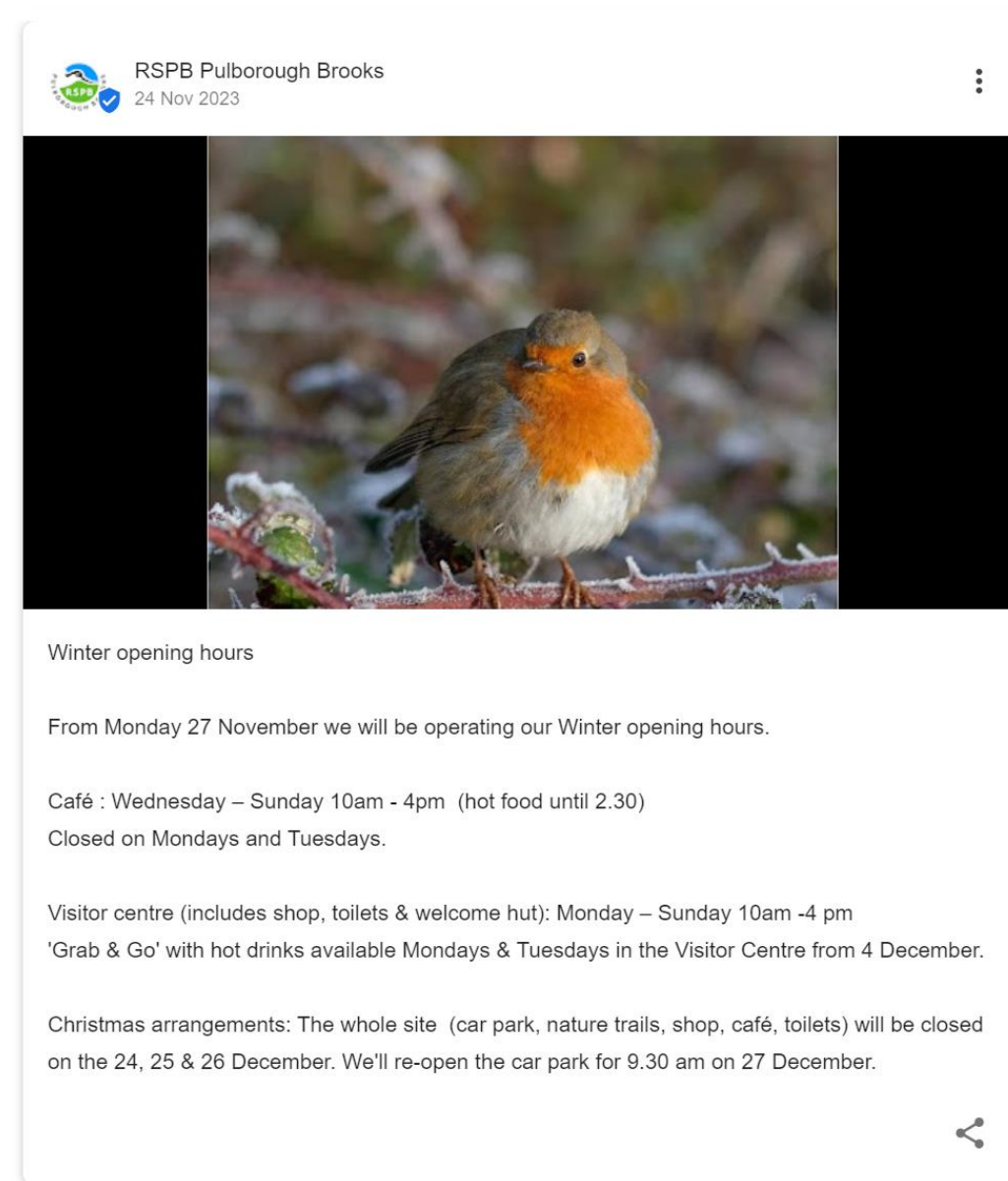
 2
 

**Try out features provided to
engage with users**

Google Posts

Provide details of events or one-off situations.

- ✓ Seasonal opening hours
- ✓ Upcoming events or promotions
- ✓ Service updates (temp or perm)
- ✓ Short-notice disruptions
- ✓ Good news stories



RSPB Pulborough Brooks

Uppertons Barn Visitor Centre, Wiggonholt, Pulborough



Ask a question

Do you hire out binoculars? We have just moved house and mine are shut away in storage. (groan)

Like Answer

**Rob Wood**

Local Guide · 265 reviews · 919 photos

2 years ago

Yes, for seven pounds.

Like

[2 more answers](#)

Do I need to book to come to pulborough brooks tomorrow 8th Nov 2029?

Like Answer

**Dick Green**

3 years ago

No, no need to book, walks open and cafe for take aways.

Like

[3 more answers](#)

I live at Billingshurst and have for many years had Wild Ducks on our old farm pond
In the last week all of them have gone
There is no indication of a massacre Feathers etc...

Like Answer

Google Q&A feature

People will ask very specific questions (or add random comments!) about visiting a place.

Responding to these will help others in future.

Community members (including Local Guides) will often help by providing answers.

Thank you.

Any questions?

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